RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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August 21, 1997

RJR Account #204600
Mr. G. Louras
SAM FRANK, INC.

[redacted] WINSTON B2GF CAP / PROMOTION #700927

Dear Gus:

WINSTON regular product has been ordered (see quantities listed below), as well as 33 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	1
12300-11906	*Light Box*	6M	1
12300-11212	*Full Flavor Box*	12M	1

Product / Premium Arrival:	**September 15, 1997**
Ship Date to Retail:	**Week of: September 23, 1997**
SKU CUBE:	**2.5480**
SKU WT (w/o Product):	**8.2000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$1,772.93**
Non-EFT $ Amount:	**$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/zsxn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free ***Winston 'No Bull' Cap***.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$61.60 (2.2 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/zsxn0000

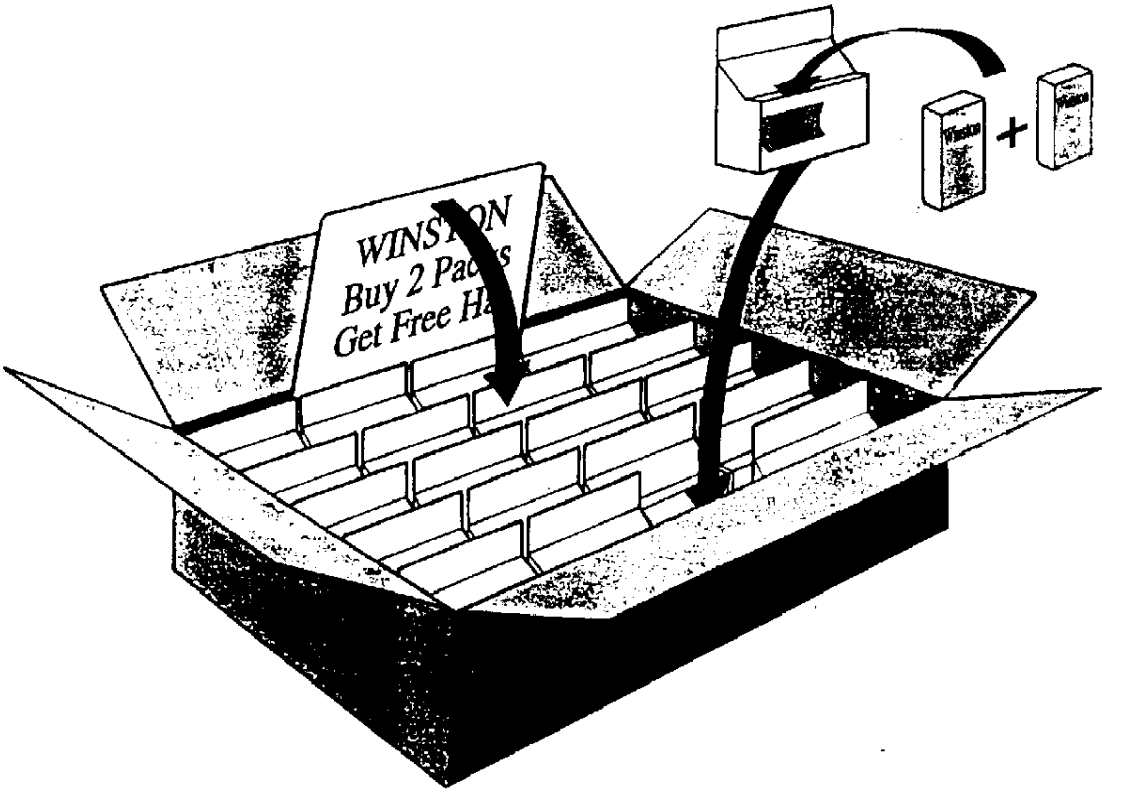
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 529301
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	Light King	Light Box	FF Box			
Number of Cartons						

Source: https://www.industrydocuments.ucsf.edu/docs/zsxn0000

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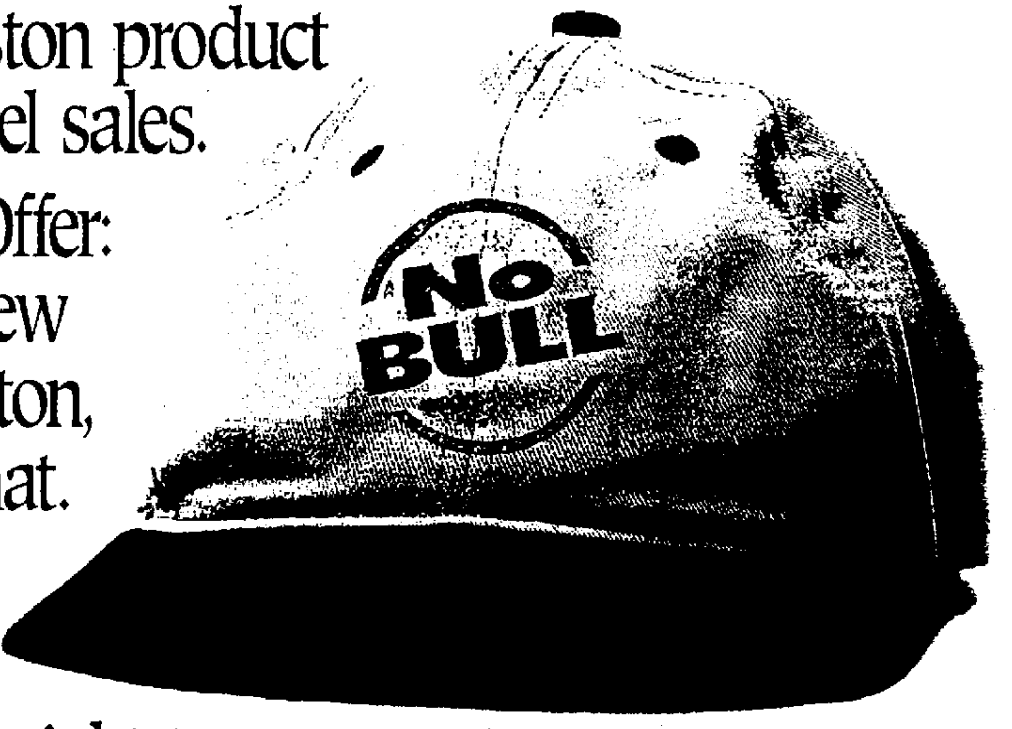
The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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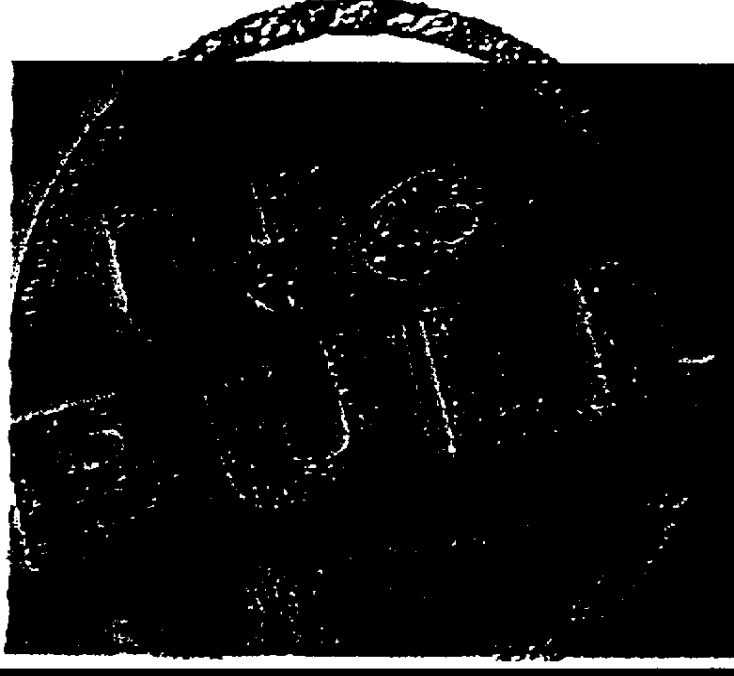

No additives in the smokes.
Lots of additives in your cash register.

WHOLESALER : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162325	021824	WILLY'S VARIETY	GAGE STREET	BENNINGTON	VT	05201	1				(802)442-2223
162302	162320	086858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	2		5247-0000		(802)265-8328
162302	162325	114536	YOTTS MKT	600 GAGE ST	BENNINGTON	VT	05201	1				(802)442-2221
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201	3				(802)442-6856
162302	162325	114599	WAYSIDE CNTRY STORE	RT 313	WEST ARLINGTON	VT	05250	1				(802)375-2792
162302	162320	295175	POULTNEY SNACK SHOP	12-14 MAIN ST.	POULTNEY	VT	05764	3		5247-0000		(802)287-2059
162302	162325	361067	RIVER STREET VARIET	138 RIVER ST	BENNINGTON	VT	05201	1				(802)442-1553
162302	162320	699047	HEALD'S CITGO	2 BEAMAN ST	POULTNEY	VT	05764	1				(802)287-4000
162302	162325	760490	VILLAGE MARKET	RT 7	POWNAL	VT	05261	1				(802)823-4020
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743	1				(802)265-3820
163804	163828	086859	PLAZA MOBIL	EVELYN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-9903
163804	163828	114505	GAGGIGES MKT	172 GRANGER ST	RUTLAND	VT	05701	1				(802)773-9898
163804	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1		5247-0000		(802)886-2329
163804	163828	319338	PARK MOBIL	5 N MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)773-3971
163804	163828	419552	WEST STREET MOBIL	WEST ST	RUTLAND	VT	05701	1		5247-0000		(802)775-6355
163804	163828	572045	BOB'S TEXACO	93 WOODSTOCK AVE	RUTLAND	VT	05701	2			000503	(802)775-2413
163804	163828	759647	MIDWAY MOBIL	SOUTH MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-7628
163804	162320	760629	WALLINGFORD MOBIL	ROUTE 7	WALLINGFORD	VT	05773	1		5247-0000		(802)446-2257
163804	163828	760685	OTTER VALLEY GROCER	RTE 7	BRANDON	VT	05733	2				(802)247-3881
163804	163825	964015	BENNY'S SUNOCO	RTES 11 & 103	CHESTER	VT	05143	2				(802)875-2728
163804	163825	964312	HARRINGTON'S MARKET	MAIN ST BOX 22	N SPRINGFIELD	VT	05150	1			000713	(802)886-2639
163804	163825	114391	STODDARDS MKT	RTE 11	LONDONDERRY	VT	05148	1			007735	(802)824-5060
163809	163828	466647	MIDDLEBURY GULF	16 QUART STREET	MIDDLEBURY	VT	05753	1		5247-0000		
163809	163828	759629	MIDDLEBURY DISC BEV	ELM STREET	MIDDLEBURY	VT	05753	2			2269	(802)388-0068

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 33

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 33

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